

Abstract

The goal of this research is to know the extent of the MoodZ Gastrobar Jazz music have an influence on consumer mood. Method used in this research is quantitative method research to be based on questionnaire and library study. Analysis was done by descriptive analysis, and simple linear regression analysis through testing the value of t . The result of this research seem that presenting music in a restaurant can put a value on consumer mood, positive mood or good, and negative mood or bad. Conclusion, there is influence significant of music to consumer mood in the MoodZ Gastrobar, Kuningan, South Jakarta of 48.6% with a correlation coefficient of 0.686. (HL)

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